

YouGov / Reset Tech Survey Results

Sample Size: 1023 adults in France (18+)
Fieldwork: 21st - 23rd March 2022

	Age					Gender		Région					City Size		
Total	18-24	25-34	35-44	45-54	55+	Un homme	Une femme	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest	Petite	Grande	
Weighted Sample	1023	96	159	149	184	435	487	536	264	193	189	259	118	747	276
Unweighted Sample	1023	87	131	153	185	467	481	542	241	209	199	274	100	759	264
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For the following questions by 'sensitive personal data' we mean information such as a person's ethnicity, religious beliefs, sexual preferences, health conditions or political opinions...

Do you think it is acceptable or unacceptable for technology companies to target individuals with online targeted advertising based on their personal data?

Very acceptable	6	10	9	11	4	2	7	5	6	5	7	5	5	5	8
Fairly acceptable	19	25	24	19	19	15	22	16	19	18	20	21	12	19	17
TOTAL ACCEPTABLE	25	35	33	30	23	17	29	21	25	23	27	26	17	24	25
Fairly unacceptable	31	37	30	33	27	31	29	33	31	30	33	33	27	30	34
Very unacceptable	38	19	30	31	42	45	37	38	36	38	34	36	50	39	34
TOTAL UNACCEPTABLE	69	56	60	64	69	76	66	71	67	68	67	69	77	69	68
Don't know	7	9	8	6	8	6	6	8	9	8	6	5	6	7	7

To what extent would you support or oppose a ban on the use of people's sensitive personal data in online targeted advertising?

Strongly support	42	27	40	42	44	44	42	41	40	42	40	38	53	42	40
Tend to support	28	27	30	29	26	28	28	28	30	29	26	32	18	28	27
TOTAL SUPPORT	70	54	70	71	70	72	70	69	70	71	66	70	71	70	67
Tend to oppose	14	26	14	15	14	12	17	12	12	15	19	13	15	13	17
Strongly oppose	10	7	9	8	7	12	10	9	10	6	10	10	12	9	10
TOTAL OPPOSE	24	33	23	23	21	24	27	21	22	21	29	23	27	22	27
Don't know	7	12	7	7	9	4	4	9	9	8	5	7	2	7	5